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# **AMERICAN SUPREMACY**

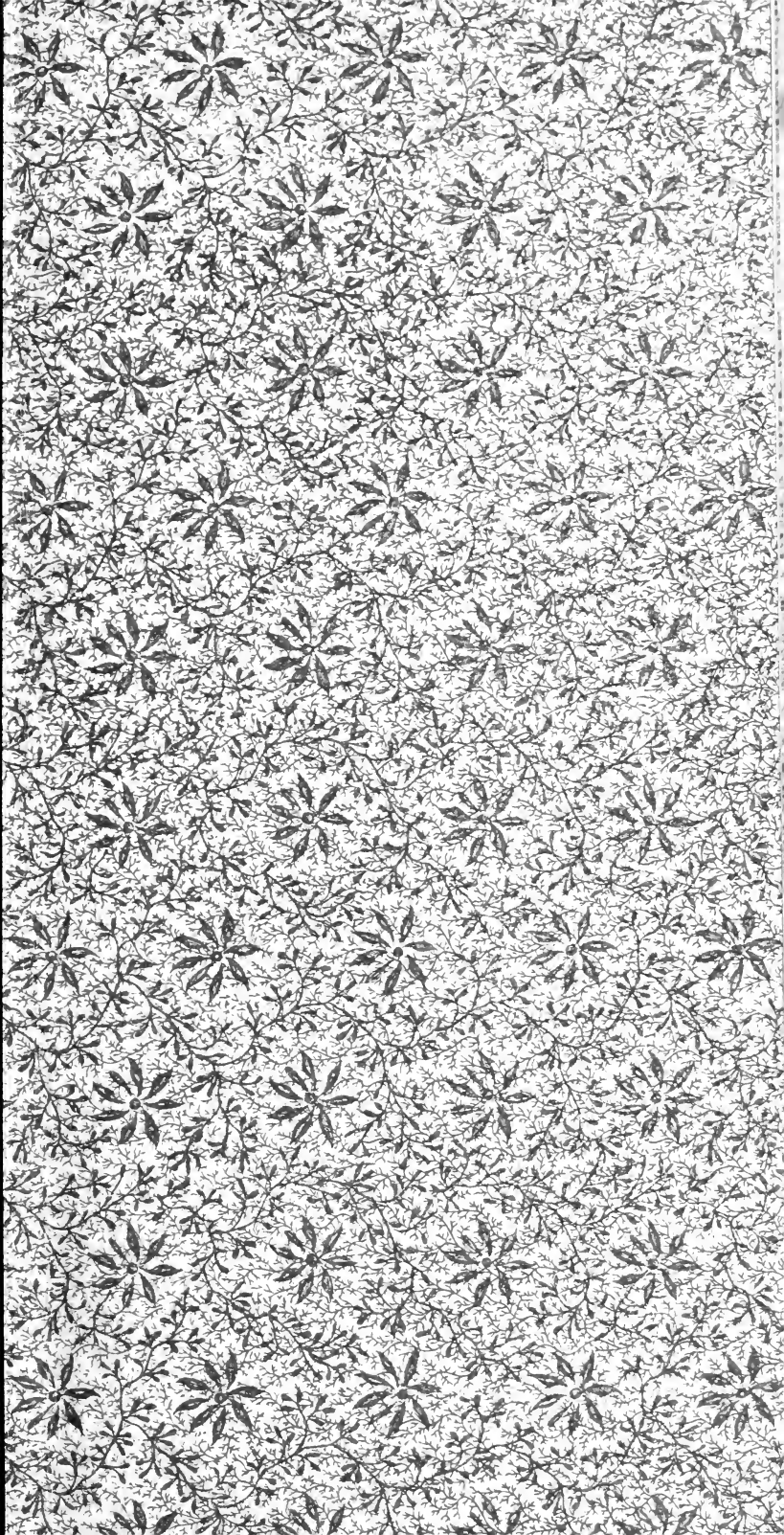




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# *American Supremacy*



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BEING A COMPILATION  
OF FACTS AND STATIS-  
TICS REGARDING FOR-  
EIGN COMMERCE, WITH  
HELPFUL SUGGESTIONS  
FOR THE EXTENSION OF  
OUR EXPORT TRADE ❧

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PREPARED with the assistance  
of the Diplomatic and Consu-  
lar Officers of Countries represented  
in the United States and the  
direct co-operation of the  
DEPARTMENT OF STATE  
AT WASHINGTON ❧ ❧ ❧

CHARLES AUSTIN BATES

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*Limited Edition.*

670



*It is the purpose*

of this book to signalize the newly acquired advantages gained by the American Nation in the attainment of commercial and economic supremacy.

*To urge upon American*

industrial concerns the expediency, at this juncture, of making aggressive efforts to obtain the great volume of export business that is theirs for the asking, and

*- To propose a plan of concerted*

action to direct at lowest possible cost all Foreign buyers to those houses whose products are Standard in America, and by reason of whose excellence the export trade may be retained when obtained. —

# *Commercial Expansion.....*

## TWO VIEWS

### EUROPE

“ \* \* \* \* \* It is a mistake to regard Germany as Great Britain's chief rival. The fact is, it is the United States before whom Great Britain, as well as Germany and France, will soon have to strike their colors. \* \* \* ”

—*Sir Charles Dilke.*

*London, January, 1901.*

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### AMERICA

“ \* \* \* \* \* We have proceeded in the progress of our development until we have expanded far beyond our own markets commercially, and we are breaking into every market in the world. It is a part of our economic development. We are marching fast toward the economic supremacy of the world. \* \* \* ”

—*Senator Henry Cabot Lodge.*

*Washington, January, 1901.*

“ \* \* \* \* And there is the same  
complaint that our form and methods  
of advertisement are inadequate \* \* \* \*  
Let me \* \* \* express the sorrowful  
surprise I felt at finding that as a  
nation we were falling short in the arts  
of advertisement. \* \* \* the whole  
age is an age of advertisement \* \* \*  
they are all engaged in a great Holy  
War of advertisement, and it does  
seem very hard that we should fall  
short in doing that for our goods  
which we do so successfully for our-  
selves. I hope that I shall hear no  
more complaint of the failure of our  
trades in the methods of advertise-  
ment. \* \* \* ”

*Lord Rosebery,*

*At Wolverhampton, England,*

*January 16, 1901.*



THE current public press is surcharged with accounts and editorial comment upon the quickened opportunities for American supremacy in the fields of foreign trade and the first gentle pressure of our grasp upon the commerce of the world.

The vast territories acquired at the conclusion of the war with Spain, the history-making events that are leveling the excluding walls of all the pent-up countries of both hemispheres, together with the present recognition by foreigners of the excellence of our productions and the effectiveness and aggressiveness of our business methods, with the situation made additionally advantageous by fixed monetary and foreign policies, we are now in a position to dip out with buckets the sweets that hitherto we have but tasted with a spoon.

England and all Europe are concerned and worried; commissions have been appointed by the various Governments to investigate the causes of American advantage, and to prescribe methods to offset the encroachments not only into their export domains, but into their own home markets.

With the discovery of the newly-found truth that we are in a situation to become the greatest commercial nation of the world there came to the nations of Europe an apprehension so great that

it prompted a series of projects for combined action, notably the plan of M. Leroy-Beaulieu, which urged a general European economic federation as a measure for effective defense.

The apprehension has become so marked that it borders on panic, and the tone of some of the more intemperate journals of Europe is, at times, tinctured with mournful prophecies intimating the surgical treatment of war as the ultimate cure for the disorder.

A prominent Vienna newspaper considers that the commercial supremacy struggle between America and Europe will constitute the leading characteristic of the twentieth century; for the present, however, it is the impending economic danger, the inevitable contingency that threatens the people of Europe. The extraordinary development of what might be termed "American Commercial Systems," if continued, will positively culminate in flooding Europe and the European markets with American industrial products, and what is now needed is proper guidance and application for the energies now called into service.

It is further realized by Europe that, owing to the almost intolerable burden of taxation imposed by militarism, America, whose national wealth shows an enormous and steady increase, will become the creditor of the whole world. Within the next few decades all the European States, as well as Australia, Japan and China, will be debtors, if they

do not take precautions in time to prevent themselves from falling into a state of economic dependence upon the new commercial world Power.

We never before had a chance to enter the lists with the world-trading nations, so we busied ourselves within our own household, and it is a happy situation that now, when that household is becoming crowded, and we can produce more than we can use, and it becomes expedient for some to glean in the outer fields, the opening is ripe for the venture.

It seems incongruous, but it is true, that in a sense America has been as self-contained as China, the difference being that while China for so long seemed satisfied in keeping other countries out, America seemed satisfied to keep out—not only out of China, but the entire catalogue of nations. They were *willing* to exclude us, and we were willing to be excluded; it was on our part a meek policy of submission that need not be longer suffered.

We have now declared for commercial expansion. We *had* to do it, and we must needs see it through, not with a feverish rush, but gently and by gradual processes; the ground is rich and prepared to a nicety, and the seed must now be selected for the sowing. Few among the commercial houses of America know or realize what a pretty business exporting is, and what easy and clean money comes from it. The consensus of opinion elicited from the comparatively few

American concerns that do much foreign business is that export trade is more profitable than domestic, and is accompanied by almost absolute immunity from risk or loss. An invoice or bill of lading from the steamship company is almost invariably a demand upon funds deposited for advance payment in some exchange bank in New York.

It is also true that few American houses are familiar with the details of foreign interchange, or are prepared for export trade, even though it were thrust upon them, hence prospective exporters would need some little guidance in the directions that realize the most satisfactory results.

Meanwhile, this is the time to plant the seed, and while it is germinating and sprouting and growing to maturity, make your preparations to harvest the fruit and fill your orders. Orders may not come for some months, but they cannot ever come until you introduce yourself and your wares; it is highly important to begin now, and begin aright.

Now is the tide in the affairs of this nation, which, taken at its flood, will lead on to fortune. We have just been recognized in a commercial expansion sense as a *people*: let us now be introduced as *individuals*. There is a conviction abroad that we have good things over here. Let us tell exactly *what* they are, and *from whom* they may be obtained.

*No strong, combined effort has ever been made before, and now is the time, and this is the way to do it.*



Interest in the plan to be unfolded is deeply aroused, and the importance of its fulfilment is incalculable. Diplomatic and Consular advice was extensively used, and much assistance was contributed through the courtesy of the officers of the State Department at Washington, D. C., and it promises to be a more effective agency for multi-national trade than any exhibition system ever devised. A position of strategic advantage has been taken, and it required all the years of our past national life to possess it. Let us now follow up the advantage with a series of quick, effective blows that will make the conquest signal and lasting.

The whole world having been generally informed that we know how to make things better than any other people, let us now furnish particulars and directions that will prove it to their satisfaction and to ours.

You who are recognized in America as producers of the best in your line will be given an opportunity to tell foreign buyers and consumers—millions of them—just who makes the best products in your line, and it can be done by handing them *your card*, and done in a way that conveys the prestige of high credentials and inspires confidence.

### **Our Vantage Ground.**

In a speech delivered in the Senate January 7, 1901, Senator Lodge, of Massachusetts, touched, in a stirring manner, upon the position of advantage now held by us and the contingency of commercial supremacy. Continuing his address, which was introduced by certain Philippine resolutions under discussion, he said:

“ \* \* \* I would like in a very few words to call the attention of the Senate, in connection with this matter, to the situation in which this country is to-day. We have proceeded in the process of our development until we have expanded far beyond our own markets commercially, and we are breaking into every market in the world. It is a part of our economic development. We are marching fast toward the economic supremacy of the world. Mr. President, look at Europe and compare it with the United States—Europe, a small continent, thrust out like an outspread hand from the great Asian continent into the waters of the Atlantic and the Mediterranean, made up of peninsulas, broken up into small States.

“It has been worked over for a thousand years at least by men in the endeavor to draw out all its resources. It was a poor continent at best, compared to the others, and it has been worked for centuries. Now, look at ours. Here we are, holding all the best part of the North American continent, all in the temperate zone. Look at your map, a

great, symmetrical country, all under one flag, all under one roof, no separate governments, your railroads running in steady connections and carrying freight from the Atlantic to the Pacific, and from the Lakes to the Gulf. That means the greatest saving of cost in transportation imaginable. Europe could not meet it. It is impossible.

“Every separate State system, every separate railroad that she has, enhances the cost of her articles. Her mines are old. Ours are but just opened. We are beating her in all the great products. We have beaten her already in iron and steel. We can turn them out at a price which Europe cannot meet. We are going to surpass her in other articles. She will have to take her coal from us. It is a mere question of time when her last stronghold, the carrying trade, will be invaded. Already we can make steamship plates cheaper than she can make them. Only the other day I read in the newspapers that we had taken a contract in Glasgow for steel plates for commercial steamships against all competitors, and we underbid them £50,000 on that one contract. We have taken it, and there are to-day in Glasgow fourteen furnaces, they say, damped down. What happens there will happen in the carrying trade. We shall build ships cheaper than they do. We shall in some way or another offset their subsidies to their steamships by our subsidies and put our ships on an even plane of competition.

Thus we shall invade their last great stronghold.

“Mr. President, before our eyes is a splendid picture of the industrial future of this country. I believe it is inevitable—that the great economic forces are all working that way. But does anyone suppose that the other people like it? They are gasping for breath in parts of Europe. They are struggling everywhere to get an opening for an overcrowded population, for an overproduction. That is why they have seized Africa. That is why they have seized the islands of the Pacific. China got into trouble, and in a moment the European nations thought that there would come a new division, and that they could all get in there and find economic relief. It has been stopped. The Chinese Empire is going to be held together and its markets opened, I believe, to all the nations of the world; and I do not think I say anything improper or that I boast unduly when I say that it was owing to the United States that that policy was adopted instead of the other one. It is a great policy. We believe in it; we are all in sympathy with it; but do you suppose the other countries like it? I doubt it very much.

“Anyone who has read the newspapers lately will have noticed that in the Vienna papers and elsewhere there has been continual talk about an economic federation to shut out the United States from Europe. \* \* \*

“ \* \* \* In other words, they feel the economic pressure which we are putting upon them. They are feeling it more and more every day. They will try to meet us undoubtedly in the great field of economic rivalry. I believe that with our resources, with the character of our people, with our new country, with our great continent, the victory can only be with us, and that there can be but one end to that conflict of economic forces.

“ \* \* \* Now, Mr. President, we occupy a great position economically. We are marching on to a still greater one. You may impede it, perhaps, by legislation; you may check it; but you cannot stop the work of the economic forces. You cannot stop the advance of the United States.

“We may blunder here in the legislation which we may pass for this thing or that thing, but the American people and the economic forces which underlie all are carrying us forward to the economic supremacy of the world.”

**Secretary of State John Hay on  
American Trade Supremacy.**

On January 29 last President McKinley sent to Congress the following letter from Secretary Hay, transmitting reports on the commercial relations of the United States with foreign countries:

“Department of State,  
“Washington, Jan. 26, 1901.

“*The President*: In accordance with Section 208 of the Revised Statutes, I have the honor to transmit ‘The Commercial Relations of the United States with Foreign Countries During the Year 1900,’ being the annual and other reports of a comprehensive character from the consular officers, together with similar reports from some of the diplomatic officers, upon the industries and commerce of foreign countries.

“These reports were prepared, under special instructions from this Department, with the object of laying before Congress, with the least delay, a practically contemporaneous statement of the trade, not only of the United States with the rest of the world, but of the various countries with each other. This object, I am happy to be able to say, has been accomplished, the date of transmission to Congress this year having been advanced over the usual time by a month, and realizing the utmost

conditions of promptitude compatible with a proper analysis of the latest returns for the year 1900. So gratifying a result indicates continued improvement in the activity and zeal of our consular officers, as well as in the system of publishing and distributing the reports.

"It may be said, indeed, that, while a variety of propositions have been under discussion for the improvement of the consular service, the service, to a very considerable extent, improves itself, and is winning frequent expressions of commendation from business interests which have received substantial aid, not only from the published reports, but also from the individual efforts of consular officers to meet the growing requirements of American industry and enterprise.

"The practical character of the commercial information obtained by our consuls and the celerity with which it is given to the public, continue to excite the emulation of foreign governments, and during the past year steps have been taken by both Great Britain and Germany to engraft these features of our consular work upon their consular systems.

"The general conclusion to be drawn from a survey of the conditions in foreign countries, as described in the reports herewith presented, is that the United States is approaching even more swiftly than was expected a position of

eminence in the world's markets, due to superior quality and greater cheapness of many lines of its manufactures, which must work great economic changes and may result in shifting the center not only of industrial but of commercial activity and the money power of the world to our marts.

"The trade indications of American supremacy during the past year have been so marked that many foreign industries, according to the reports of our consuls in Europe, are introducing American machinery and labor-saving appliances and remodelling their factory methods, and we may expect in the near future a more strenuous competition, for which it is important we should prepare ourselves.

"As an aid to such equipment the study of the great mass of information as to foreign industries and trade conditions which are to be found in the two volumes of 'Commercial Relations' will obviously prove most useful to our manufacturers and exporters, and I therefore recommend that Congress be requested to authorize, as was done last year by the passage of the concurrent resolution of April 10, 1900, the printing, under the direction of the Department of State, of a special edition of 10,000 copies of the 'Review of the World's Commerce,' to be distributed by this department as the daily, monthly and special consular reports are now distributed, and of 5,000 copies of



'Commercial Relations,' to enable the department to meet requests for the entire work. Respectfully submitted,

"JOHN HAY."

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In comparison with this letter it is noteworthy to read the recent speech of Lord Rosebery at Wolverhampton, in which he declared that the industrial and commercial outlook for Great Britain was dark and gloomy, also the widespread confirmation of his fears as expressed in many English papers.

### **The American Danger.**

No. 934 of the Advance Sheets of the Consular Reports, printed January 14, 1901, reviews an article in a Hamburg (Germany) paper, entitled "American Danger," which speaks of our "gigantic strides toward conversion from an agricultural to an industrial nation," and concludes with the declaration that America must be fought with its own methods. "Manufacturers as well as merchants must go to America, and send thither their assistants and workingmen, not merely to superficially observe the methods they employ, but to study them thoroughly; to adopt them and wherever possible to improve upon them, just as Americans have done and are still doing in Europe."

## Commerce of the World in 1899.

The following table shows the imports and exports of all countries for which statistics have been received by the Bureau of Foreign Commerce:

	Imports.	Exports.
United States.....	\$798,845,571	\$1,275,499,671
United Kingdom....	2,360,619,989	1,604,388,674
France (special commerce).....	813,909,950	752,534,406
Germany .....	1,308,013,014	983,561,266
Belgium (special commerce) .....	406,817,945	342,072,621
Greece <sup>1</sup> .....	12,349,054	7,231,119
Italy <sup>2</sup> .....	253,596,134	229,417,170
Austria-Hungary....	328,191,890	390,191,900
Switzerland (special commerce) <sup>3</sup> .....	153,001,485	134,232,690
Russia <sup>1</sup> .....	148,834,485	134,232,690
Canada <sup>4</sup> .....	152,021,058	154,083,650
Mexico <sup>4</sup> .....	50,869,194	64,946,246
Costa Rica <sup>4</sup> .....	4,258,896	5,659,218
Arg'tine Republic <sup>3</sup> .	87,670,900	117,617,780
British Guiana <sup>4</sup> ....	6,582,778	8,523,318
Uruguay <sup>3</sup> .....	19,251,397	25,156,754
British India <sup>4</sup> .....	276,045,752	384,414,796
Japan <sup>5</sup> .....	86,738,587	87,831,878
Straits Settlements <sup>1</sup> .	57,937,064	51,073,664
Cape Colony <sup>5</sup> .....	63,174,083	103,989,567
Natal <sup>6</sup> .....	19,534,914	6,521,864
Lourenço Marquez <sup>1</sup>	6,401,272	1,496,737
Madagascar <sup>1</sup> .....	1,621,319	465,094

<sup>1</sup>Six months of 1899.

<sup>2</sup>Eleven months of 1899.

<sup>3</sup>Nine months of 1899.

<sup>4</sup>Fiscal year 1898-99.

<sup>5</sup>Ten months of 1899.

<sup>6</sup>Nine months of 1899 for imports; six months of 1899 for exports.

“ . . . The progress in extending the sales of American manufactures in the strongly competitive markets of Europe has continued unchecked, except in the few instances where the quality of goods has been sacrificed to cheapness, and the word ‘American’ seems to be rapidly attaining a world-wide celebrity as indicating excellence and superior utility in many lines of goods. . . .”

FREDERICK EMORY,  
Chief, Bureau of Foreign Commerce,  
Department of State,  
Washington.

## **Past Decade of American Foreign Commerce.**

Very significant, indeed, are the figures showing the remarkable change and growth of our foreign commerce in the ten years ending December, 1900. The figures of the Treasury Bureau of Statistics show that imports, which in 1890 were \$823,397,762, were in 1900 \$829,052,116, an increase of less than one per cent. in the decade, while the exports, which in 1890 were \$857,502,548, were in 1900 \$1,478,050,854, an increase of 72.4 per cent. In 1890 the excess of exports over imports was \$5,654,390, in 1900 it was \$648,998,738.

In our trade relations with the various parts of the world, the change is equally striking. From Europe we have reduced our imports in the decade from \$474,000,000 to \$439,000,000, while in the same time we have increased our exports from \$682,000,000 to \$1,111,000,000. From North America imports fell from \$151,000,000 in 1890 to \$131,000,000 in 1900, while our exports to North America increased during that time from \$95,000,000 to \$202,000,000. From South America the imports increased from \$101,000,000 in 1890 to \$102,000,000 in 1900, while to South America our exports increased from \$35,000,000 to \$41,000,000. From Asia the imports into the United States increased from \$69,000,000 in 1890 to \$123,000,000 in 1900, while to Asia our

exports in the same time increased from \$23,000,000 to \$61,000,000. From Oceania the importations in 1890 were \$23,000,000, and in 1900 were \$23,000,000, while to Oceania our exports in 1890 were \$17,000,000, and in 1900 \$40,000,000. From Africa importations increased from \$3,000,000 in 1890 to \$9,000,000 in 1900, and exportations to Africa increased from \$4,500,000 in 1890 to \$22,000,000 in 1900.

The changes in the movements to and from the continents are due to two great causes: First, the increase in home manufactures which were formerly drawn chiefly from abroad; and second, the diversification of products, by which markets are made for many articles which formerly were produced or exported in but small quantities. From Europe, to which we were accustomed to look for manufactures, our imports have fallen over \$35,000,000, while Europe has largely increased her consumption of our cottonseed oil, oleomargarine, paraffin, manufactures of iron and steel, copper and agricultural machinery, as well as foodstuffs and cotton, our exports to that grand division having increased \$428,000,000 since 1890. From North America the imports have fallen \$20,000,000, due chiefly to the falling off of sugar production in the West Indies, the imports from Cuba alone having decreased from \$54,000,000 in 1890 to \$27,000,000 in 1900. To North America the exports have increased

meantime over \$100,000,000, the growth being largely manufactures and food-stuffs, a considerable portion of the latter being presumably re-exported thence to Europe.

From South America the imports have increased in quantity, especially in coffee and rubber, but decreased proportionately in price, so that the total increase in value in the decade is but a million dollars, while in exports the increase is \$6,500,000, chiefly in manufactures. From Asia the importations have increased more than \$50,000,000, the increase being chiefly in sugar and raw materials required by our manufacturers, such as silk, hemp, jute and tin; while to Asia the increase in our exports has been nearly \$40,000,000, principally in manufactures and raw cotton. From Oceania the imports show little increase, though this is due in part to the absence of statistics of importation from Hawaii in the last half of the year 1900; while to Oceania there is an increase in our exports of more than \$20,000,000, chiefly in manufactured articles. From Africa the increase in imports is \$6,000,000, principally in manufacturers' materials, of which raw cotton forms the most important item, while our exports to Africa increased meantime \$17,000,000, chiefly in manufactures.

The following tables show the imports and exports of the United States by grand divisions in the calendar years 1890 and 1900. In the figures showing

the distribution by continents in 1900 the December distribution is estimated, though the grand total of imports and exports for 1900 is based upon the complete figures of the Bureau of Statistics.

#### EXPORTS.

	1890.	1900.
Europe .....	\$682,585,856	\$1,111,456,000
North America.....	95,517,863	202,486,000
South America.....	34,722,122	41,384,000
Asia .....	22,854,028	60,598,000
Oceania .....	17,375,745	39,956,000
Africa .....	4,446,934	22,170,000

#### IMPORTS.

	1890.	1900.
Europe .....	\$474,656,257	\$439,500,000
North America.....	151,490,330	131,200,000
South America.....	100,959,799	102,000,000
Asia .....	68,340,309	122,800,000
Oceania .....	23,781,018	23,400,000
Africa .....	3,169,086	9,900,000



## **Past Year of World Commerce.**

Even more significant are the figures obtained from the Treasury Bureau of Statistics, and which show the amazing increase of our export trade during the year 1900, compared with the export trade of other countries.

The table that follows shows the imports as well as the exports of the principal countries of the world during such parts of the year as can be shown from the latest available data (Feb. 1st), and compares the same with the corresponding months of the preceding year, thus presenting a picture of the growth of the world's commerce in the present year as compared with that of the preceding year. The table which thus presents the latest available data for the current year necessarily includes only those countries which publish monthly or quarterly statements of their commerce.

A comparison of the commerce of the principal countries of the world with that of the United States in 1900 and of the growth or reduction of their commerce with our own development during the year presents some facts of especial interest in considering the development of our own commerce in the year and century just closed.

Taking the countries in their alphabetical order as arranged in the table, the facts presented are as follows:

Argentina—The imports of nine months ending with September, 1900, are \$84,400,000, against \$84,197,000 in

the corresponding months of 1899, while the exports of nine months ending with September, 1900, are \$118,230,000, against \$113,501,000 in the corresponding months of last year.

Austria-Hungary—The imports of ten months ending with October, 1900, are \$280,887,000, against \$270,170,000 in the corresponding months of last year, and the exports of the ten months ending with October, 1890, are \$317,954,000, against \$310,013,000 in the corresponding months of last year.

Belgium—The imports of ten months ending with October, 1900, are \$337,721,000, against \$344,335,000 in the corresponding months of last year, and the exports of ten months ending with October, 1900, are \$282,456,000, against \$290,965,000 in the corresponding months of last year.

Canada—The imports of three months ending with September, 1900, are \$47,736,000, against \$43,699,000 in the corresponding months of last year, and the exports of three months ending with September, 1900, are \$53,023,000, against \$43,994,000 in the corresponding months of last year.

Egypt—The imports of eight months ending with August, 1900, are \$40,523,000, against \$33,165,000 in the corresponding months of last year, and the exports of eight months ending with August, 1900, are \$50,821,000, against \$40,908,000 in the corresponding months of last year.

France—The imports of ten months ending with October, 1900, are \$703,-888,000, against \$716,102,000 in the corresponding months of last year, and the exports of ten months ending with October, 1900, are \$647,074,000, against \$651,666,000 in the corresponding months of last year.

Germany—The imports of nine months ending with September, 1900, are \$952,019,000, against \$952,014,000 in the corresponding months of last year, and the exports of nine months ending with September, 1900, are \$714,060,000, against \$714,023,000 in the corresponding months of last year. In the case of Germany alone, specie and bullion are included in this statement.

British India—The imports of five months ending with August, 1900, are \$92,018,000, against \$93,324,000 in the corresponding months of last year, and the exports of five months ending with August, 1900, are \$126,888,000, against \$144,006,000 in the corresponding months of last year.

Italy—The imports of ten months ending with October, 1900, are \$248,-169,000, against \$239,331,000 in the corresponding months of last year, and the exports of ten months ending with October, 1900, are \$210,857,000, against \$222,109,000 in the corresponding months of last year.

Mexico—The imports of two months ending with August, 1900, are \$9,561,-000, against \$8,485,000 in the corre-

sponding months of last year, and the exports of two months ending with August, 1900, are \$11,052,000, against \$10,-423,000 in the corresponding months of last year.

Portugal—The imports of five months ending with May, 1900, are \$28,274,000, against \$24,380,000 in the corresponding months of last year, and the exports of five months ending with May, 1900, are \$14,593,000, against \$13,625,000 in the corresponding months of last year.

Russia—The imports of six months ending with June, 1900, are \$144,441,000, against \$148,834,000 in the corresponding months of last year, and the exports of six months ending with June, 1900, are \$146,065,000, against \$134,269,000 in the corresponding months of 1899.

Spain—The imports of nine months ending with September, 1900, are \$119,-495,000, against \$124,972,000 in the corresponding months of last year, and the exports of nine months ending with September, 1900, are \$98,831,000, against \$102,189,000 in the corresponding months of last year.

Switzerland—The imports of nine months ending with September, 1900, are \$157,107,000, against \$161,405,000 in the corresponding months of last year, and the exports of nine months ending with September, 1900, are \$117,-706,000, against \$111,037,000 in the corresponding months of last year.

United Kingdom—The imports of eleven months ending November, 1900,

are \$2,322,663,000, against \$2,162,377,000 in the corresponding months of last year, and the domestic exports of eleven months ending with November, 1900, are \$1,303,440,000, against \$1,180,720,000 in the corresponding months of last year.

United States—The imports of eleven months ending with November, 1900, are \$760,451,507, against \$728,233,577 in the corresponding months of last year, and the exports of domestic merchandise of eleven months ending with November, 1900, are \$1,308,929,330, against \$1,131,537,910 in the corresponding months of last year.

## **Reputation of American Goods.**

A recent advance sheet of Consular reports, issued daily by the United States Government, contains a letter from Rufus Fleming, our Consul at Edinburgh, in which he states that further observation confirms the opinion previously expressed that "generally speaking, it is considered in Scottish communities that to say an article is American is to commend it."

An illustration of this is afforded in a paragraph in a British trade journal to the effect that a Scotchman who had invented a mechanical device complained to a friend that he could not dispose of it, although it was an excellent thing; whereupon the other ingenious Scot advised him to advertise it "as the latest American invention," which he did, effecting a sale in a short time and at a good profit.

Lately there have been many such straws borne on the breeze, and they all indicate the reputation for excellence that is being earned for American goods abroad.

The figures furnished by the Treasury Department at frequent intervals during the past few months tell a story that is much more interesting than those usually told by statistics. It is indeed interesting to read that we are exporting far more than we are importing, for it is a gratifying assurance that other people are paying us far more than we are paying them; that the balance of trade in

favor of the United States for the year 1900 stands at about 649 millions, better by 173 millions than in 1899; and, by the way, this brief statement expresses the real significance of many pages of formidable statistics in column array.

It is certainly gratifying, but it need only be the index of what is possible, only a promise of what is assured if we are wise enough to profit by our advantages. It would seem to the superficial reader that we had already obtained the mastery over our competitors, but it is a fallacy to assume it; export supremacy appears within our reach, but it is far from grasped. Stupendous as the figures appear they are only comparatively so; they exhibit a pronounced betterment, but there is plenty of room for improvement, as is witnessed by the following summarized statement:

In 1890 the combined export trade of all of Europe compared with the export trade of the United States was roughly expressed as 7 is to 1. In the year 1900 the combined export trade of Europe similarly compared and expressed was as 4 is to 1; thus North America sold for export only one-fourth as much as Europe in 1900.

The total export trade of Europe is indeed an ambitious yard stick with which to measure our export business, but it is the only one to use in estimating the value of foreign trade, for all the countries of Europe are our rivals (and some may later combine) in the

competitive mart of the world's trade, and we know better "where we are at" when we are confronted with the true situation.

#### **Avoid Overconfidence,**

Although we have reached an altitude where the vista stretches in almost boundless extent and no obstacles appear in sight to block our way into the land of promise; although our prospects are most encouraging and seem to justify almost an absolute assurance that the day is approaching when we shall be recognized as the greatest commercial power since the deeds of man were first recorded, let us not be vainly overconfident.

The earnest intent of this little book could be called into question if it did not direct serious attention to the inevitable contingency of extraordinary opposition which the stronger nations will seek to bring to bear upon our further advance. Let us not allow that condition of mental lethargy that is the logical consequence of an "enlarged cranium" to cloud our judgment and lessen our energies. We must not be spoiled by praise, temulent with flattery, nor lax after success.

The great Emperor, whose magic initial "N," enclosed within the circlet of laurel leaves, is seen to-day throughout the length and breadth of France, surviving even the impulsive caprices of a people vacillating from monarchical to



republican governments, once instructed his secretary never to awaken him for the purpose of imparting good news, but to arouse him in case of bad news, for then it was necessary to act.

We must not assume that other nations will sit by and twirl their thumbs while we are arranging to enter their markets and take their trade. They will make many efforts to offset the advantages we now enjoy. They like to see our productions in their exhibitions, but not in their markets; they profit from our exhibits, but they lose by our orders. By many, international exhibitions are regarded as symbols of peace, but far-seeing economists regard them as signals of approaching war—commercial war—not with resort to powder and guns, but the more potent weapons of printing press and typewriter, the ammunition of over-produced commodities skilfully directed with the energy of competition, a war of master minds flushed with the success of local conquest and eager for battle in the open plains of the world—a strife for supremacy in the marts of international trade. We must be alert to every changing phase and prepare for every notable eventuality, we must practically illustrate the philosophical definition of life, and be in almost perfect harmony with the environment.

Organization will be the initial effort of our competitors, and it is the impelling idea of the plan proposed in this

book. It is admitted that we now have the advantage in the matter of generally superior products with prices that conform to the nicely adjusted scale of equivalents. What is now incumbent upon us to do is to carefully select those goods that are pre-eminently meritorious and introduce them, trusting to the satisfaction they will give for continuance of the business started.

The problem of introduction is most effectively solved by advertising, and the most economical and strongest advertising is obtained by a federated plan of organization as outlined herein. When executed such a plan will accomplish all that is expedient to do at this time, particularly if the organization is informed from reliable sources, and its members are kept posted upon sequacious matters that become vital to the maintenance of results.

### Methods vs. Institutions.

The Berlin correspondent of the New York *Sun* writes: There is assuredly no lack of encouragement here for the inquirer into opportunities for American trade. . . . America has been, and is every day, teaching Germany, and if America does not improve herself at the same time she will be eventually distanced here. She will be like the pedagogue whose star pupil, after learning from him everything he can teach, sets up for himself and takes away his teacher's pupils.

Whether Germany recognizes her debt to America for what America has taught her seems doubtful. A story is told in Berlin which would go to show that she does not, or at any rate that the spirit of *quid pro quo* is not very strong. A manufacturer in America who was thinking of starting business in Germany, not so very long ago, received a visit from some German gentlemen. They expressed a wish to go over his factory and study American methods.

Expecting to make friends that might one day be useful to him in Germany, he acquiesced, showed them all they wanted to see, answered all their questions frankly, and made them as much at home as possible. The Germans went away, time passed, and the day came when the American manufacturer presented himself in Germany.

He naturally looked to be received

with open arms. So he was, but it was with closed office and factory doors, for, though there was no want of hospitality and good-fellowship, when it came to business, to essentially necessary information and aid of many kinds, he found his German friends suddenly struck dumb, suddenly inactive, suddenly interested in anything at all save the visitor's business; in the opera, or the war, or the political economy of the Japanese. Such cases, of course, may be exceptional; probably they are, but the possibility of their recurrence ought not to be forgotten. This is not to preach the doctrine of retaliation. It is only to advocate prior understanding. . . .

. . . Method is to commerce what strategy is to war. . . .

What method should the American adopt in Germany?

It is not an easy question to answer when it comes to saying in what exact form the experiment should be tried. Consul-General Mason, in one of his reports, mentions four forms. . . . But these forms of the method are not what I wish to deal with. It is the method itself, or, rather, the spirit in which it is to be applied. Shall that spirit be the American spirit, or shall it be the German?

From what has been said by way of simile above, it might be supposed the method to apply was the German method. On the contrary, the answer given everywhere here is—the American. Nor is the recommendation so

unnecessary as may appear, for many American firms have come to grief through trusting to German methods, or, rather, the German spirit. The German method in the home market is slow, traditional, expects the buyer to seek the seller and not the seller the buyer, and, above all, lacks the essential quality of the American method—enthusiasm, based on knowledge. . . . Of course the moving spirit must be American, and not only American, but cosmopolitan. This is a very delicate point, but a little plain speaking will not be intolerable, especially as I only report what Americans themselves have said to me. Many Americans, beginning in Germany, start out with the idea that what is good for America is good for all the world, Germany included, and that American institutions, points of view, habits, morals, and manners, are better than anything of the same kind in Germany or elsewhere. It would be absurd to say the idea is universal, but it exists, particularly among young Americans whose home-born love and pride of country, splendid and gratifying as it may be, in and for America, is yet apt to prevent them seeing that other countries—France and Germany—and Italy, for examples—have institutions, standpoints, habits, morals, and manners peculiar to themselves, and founded, even as many of these things in the United States are founded, on centuries of trial, on climatic necessities, intellectual needs and tendencies, geographical

position and surroundings, and a thousand other considerations.

Accordingly, the German institutions, standpoints, habits, morals and manners, must be accepted and respected. Moreover, Germany has laws, and she takes good care that they are obeyed. A young Englishman lately questioned in the usual searching way by the police about his parents and movements, called the system "dumm," stupid—that is English for "unnecessary" or "unintelligible." He was summoned for disrespect, and if, acting on the advice of the British authorities, he had not gone to the police headquarters and made an ample apology, he would most certainly have spent three or four weeks in jail. It is in the understanding and respect for other countries' ways that cosmopolitanism largely consists, and the American merchant or manufacturer who does not endeavor to understand German ways and learn what the German laws are before embarking on his enterprise is foredoomed to failure. . . .

## **Open Door Policy**

At the instance of the United States Secretary of State, the governments of France, Germany, Great Britain, Italy, Japan, and Russia have consented to aid in maintaining an "open-door policy" in China. Each government agrees:

First. That it will in no way interfere with any treaty port or vested interests within any so-called "sphere of interest" or leased territory it may have in China.

Second. That the Chinese treaty tariff of the time being shall apply to all merchandise landed or shipped to all such ports as are within said "sphere of interest" (unless they be free ports), no matter to what nationality it may belong, and that duties so leviable shall be collected by the Chinese Government.

Third. That it will levy no higher harbor dues on vessels of another nationality frequenting any port in such "sphere" than shall be levied on vessels of its own nationality, and no higher railroad charges over lines built, controlled, or operated within its "sphere" on merchandise belonging to citizens or subjects of other nationalities transported through such "sphere" than shall be levied on similar merchandise belonging to its own nationals transported over equal distances.

### **The Siberian Railway.**

It is generally believed that this great engineering project will contribute vast assistance in the development of international relations, and a quotation, translated from a Siberian paper—the “Sibirski Listok”—may be of interest to readers, for ultimately it will have much bearing upon the subject of American export trade:

“In the haste of construction and the anxiety to get everything cheap on both the Siberian and the Trans-Baikal lines, a special kind of light rails, weighing 12 pounds to the foot, instead of the usual 24 pounds to the foot, was used. Wooden bridges were built wherever it was possible and crossings were made far apart. Under such conditions quick traveling on the road is almost an impossibility, and more than 20 miles an hour cannot be made. Only one passenger and two freight trains a day are run. To add to the danger they have put on the line one of the heaviest engines in existence—the compound system. The light weight of the rails, the steep inclines, and the high gradings combined make traveling risky. On steep inclines the compound runs at a rate of 50 versts (33 miles) an hour, turning the rails out, and there is no way of stopping it. At the station of Polovinoy, eleven cars were thus destroyed.

“In such a condition do we find the Siberian Railroad at the present time. Fast traveling is impossible, as the rails



are too light, while, on the other hand, slow traveling can not be always controlled, as the heavy engines can not be held back on the inclines. The committee of Michalovski have come to the conclusion that everything must be reconstructed. But this will cost a great sum of money—on the Trans-Baikal line alone there will have to be spent not less than 15,000,000 rubles (\$7,725,000), almost 50 per cent. of the entire cost of the line; on the whole Siberian Railroad there will have to be spent not less than 50,000,000 rubles (\$25,750,000). The light-weight rails must be put aside and wooden bridges turned into firewood; everything must be rebuilt and the number of stations increased.”

And this from the “Dalny Vastok”:

“Opinions about the Great Siberian Railroad vary widely; we think that its general plan is excellent, but there is room for improvement. . . . ”

“ . . . The general cost of the Great Siberian Railroad is estimated to be 350,000,000 rubles (\$180,250,000), including 118,000,000 rubles (\$60,770,000) for the construction of the Amur line from Stretinsk to Khabarofsk, which project has been changed by the building of the Manchurian line. The last will cost 100,000,000 rubles (\$51,500,000). It is true that the Manchurian Railroad is constructed by a joint stock company, but as most of the shares are in Government hands the greater part of the money must come from the Government treasury.

"The cost of one mile of railroad is calculated at about 35,000 rubles (\$18,025) for the West Siberian division; 50,000 rubles (\$25,750) for the Trans-Baikal and Ussurian line. The construction of the railroad in North America under similar circumstances cost a great deal less than the above-mentioned sums, and yet these are calculated for 1891. The real cost will be probably increased to about 40,000,000 rubles (\$20,600,000) more, or 67,000 rubles (\$34,505 per mile, for the Trans-Baikal line. . . ."

Americans have already commenced to trade even in remote Siberia, as the following item from the Paris "Moniteur Officiel des Commerce" will show:

" . . . The commerce of the United States with Vladivostok has considerably increased. In 1897, 12,641 tons of American goods entered, against 3,180 tons in 1896. Exporters of American wood have established a permanent agency at Vladivostok. Wood from Oregon is used in the construction of the Manchurian Railway. The work on this branch is divided into three sections, and is carried on systematically without interruption. The work is controlled by Russians, the coolies having Cossacks for overseers. American locomotives will soon be passing over the rails. A Belgian syndicate has obtained the monopoly of the restaurants and hotels to be established along the whole line of the road. A United States firm has the contract for the cartage of materials for the road, and has established a branch office at Niuchwang. . . ."

## **Sewing Machines, Typewriters, Etc.**

The following table will show how widely sold are such staple commodities as sewing machines, typewriters, telephones, and electrical instruments, etc. This information is obtained for the Treasury Department, and the "Gotham" paper that "shines for all" so reviews the situation:

"The destination of the articles of American manufacture, and especially of our machinery, is literally to every part of the world. Our sewing machines, typewriters and scientific instruments go to Asia, to Africa, and to the islands of Oceania, and, what is more remarkable, they go to experienced Europe, with all her facilities for manufacturing and her skilled workmen. Of the \$6,788,000 worth of instruments for scientific purposes, including telephone and telegraph instruments, over one million dollars' worth went to the United Kingdom alone, nearly a million dollars' worth to France, and a half million dollars' worth to Germany. The United Kingdom and Germany each take over a million dollars' worth of our sewing machines out of a total exportation of \$4,500,000 worth. Over a million dollars' worth of typewriters actually went to the United Kingdom, and a half million dollars' worth to Germany. Of the total exportations of builders' hardware, amounting in value to \$9,782,402, over two million dollars'

worth went to the United Kingdom, nearly a million dollars' worth to Germany, about a half million dollars' worth to France, and another million dollars' worth to other European countries. Of the \$10,895,416 worth of steel rails exported in 1900, over a million dollars' worth went to Europe, and nearly four million dollars' worth to British North America.

The following table gives the exports of scientific instruments, sewing machines and typewriters in the calendar year 1900, as compiled from the December statement just issued by the Treasury Bureau of Statistics:

Exported.	Sewing Machines.	Type- writers.	Scientific Inst'm'ts.
U'td Kingdom.	\$1,071,903	\$1,081,307	\$1,623,426
France .....	134,598	188,497	937,948
Germany .....	1,019,300	503,934	500,316
Other Europe.	393,807	496,339	830,004
Central Am....	37,536	4,303	67,562
Brit. No. Am.	171,313	60,375	200,523
Mexico .....	343,437	72,507	351,886
Santo Dom....	8,178	1,070	.....
Cuba .....	121,803	43,417	330,316
Other W. Ind.	27,376	6,016	.....
Argentina .....	206,232	30,487	302,692
Brazil .....	106,259	8,942	216,497
Colombia .....	7,912	1,883	.....
Other S. Am..	178,085	31,908	247,452
Chinese Em're.	7,508	6,014	56,095
Brit. E. Ind...	14,765	13,765	.....
Japan .....	20,671	17,179	331,166
Brit. Aus'sia...	567,755	95,829	323,005
Phil. Isl'ds....	385	18,167	24,282
Other Asia and Oceania ....	28,777	14,820	239,590
Africa .....	12,289	36,548	144,581
Other coun's..	30,332	3,128	61,597
Totals .....	\$4,510,221	\$2,736,435	\$6,788,938

## KEEP OFF THE SHOALS!

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### A Warning from English Labor Troubles.

An English correspondent of one of the leading dailies of New York charges to the British workman the great restraint put upon the English trade, arraigning him as the chief and most implacable enemy of his own best interests and those of his country, in his stupid efforts to restrict production.

It is not necessary to explain that a day's wages is an utterly false and misleading unit of measure of the cost of labor. It is fairly obvious on the other hand that payment by amount and quality of work accomplished is a true and equitable system of remuneration. How happens it, then, that the wage system is almost universal in England, while piecework is the more usual system in the United States?

Most English manufacturers say they would much prefer to pay by piecework. The British workman will have none of it, and he is strong enough to impose his will upon his employer. The responsibility seems to be upon the workman, and his motives appear to be unworthy ones. Not so. The blame rests chiefly upon the employer, and it is his policy which has been shortsighted and stupid.

His stupidity is best demonstrated by a concrete example. A manufacturer introduces the piece-work system on a

basis that will perhaps save him a trifle when compared with the average output of his men working at fixed wages. The best workmen easily double their earnings, and that without working hard.

The firm soon says these men are making too much money. They were well enough paid before, and our rates are too high, they declare. So the price of piecework is cut. The ambitious among the men may increase their efforts and earn more than the old day wage at the reduced rate, whereupon the shortsighted employer cuts the price again.

Such folly may be inconceivable to American manufacturers, who pursue the opposite policy of encouraging good men to make large incomes, but precisely the above experience has been gone through over and over again in this country (England) until the British workman, through his trades unions, has flatly refused to submit to the piece-work system in nearly all branches of industry. Now that a great crisis has arisen, English manufacturers would probably be only too glad to adopt the American policy with regard to piece-work, but they can no longer command the opportunity.

Even in shops where the piece-work system does prevail, and they are very few, the workmen are so afraid of a cut in rates that they will not permit any of

their number to earn more than a slight advance on ordinary day wages. If work is found to be progressing too rapidly they "mark time," "hang on," "nurse the job"—terms thoroughly understood in the British industrial world.

No man understands the comparative industrial conditions of the United States and Great Britain in their practical aspects more thoroughly than Hiram Maxim—Sir Hiram, as his English friends are now proud to call him. He has put his common-sense views of the situation recently in the form of an interview, which the readers of this correspondence will be glad to peruse, in spite of the fact that his ideas are practically identical with those I have expressed in earlier letters upon the subject:

"The reason why the Americans and the Germans are getting ahead of us," he said, "is because there is no proper understanding and sympathy in England between the master and his men.

"The strained feeling is altogether artificial. It is promoted by the trades union leaders. When I had a little place in Hatton Garden and employed about forty or fifty men I treated them just the same as I would have treated Americans, and I think all my men liked me.

"When we extended our works, and instead of employing fifty men, employed a thousand or so, trouble began. The trades union men were constantly looking about for an excuse for striking.

There was no grievance, and they admitted it. They set themselves to manufacture one, and some of the complaints they made were very ridiculous indeed.

"One of the most serious troubles we had to contend with was what they called the 'rating' of work. Parts of a gun were taken into a neighboring grog-shop, and the men would decide how much time should be taken over each particular piece. Once decided, it was impossible ever to increase the output.

"I remember a little piece which perhaps weighed about three-quarters of an ounce. When single guns were made those pieces were cut out of the solid steel and filed into shape. The men rated that piece at a day and a quarter.

"Our trade advanced. We got orders for large numbers of guns, and we began to make those pieces on a milling machine. The men adhered to the old rating, and actually spent a day and a quarter on each piece after it had been milled.

"One day a German, who spoke no English, came along. He was a professional filer, and we gave him some of them to do. His first day's production was thirteen.

"In a textile factory one girl runs from six to eight looms, each one requiring more attention than a milling machine or a lathe. Still, when we commenced to make guns it was impossible to get a man to work more than one machine.



"I took our foreman to Paris and showed him thirteen milling machines being worked by one girl, and four lathes by one man.

"At that time I was being black-guarded to some extent by the trades union leaders. I wrote a letter to John Burns. I told him I had been to Paris and had seen one man working four lathes. I said: 'Suppose I buy two of these lathes and bring this man over to England, would he be allowed to work them both? Or would an Englishman be allowed to work the two?' In other words, is a man allowed to do half a day's work in England? Mr. Burns did not see his way to reply to the letter.

"It often occurs in England, I have noticed, that if a man on piece-work does more than a certain amount of work his employers diminish the price. All that the man makes, therefore, is the privilege of working harder. In the States, on the contrary, when a man increases the output of a machine he actually receives in some shops a premium.

"I was once asked to address a club of young men here in England. I pointed out that England does not raise enough food to support her population; that we can' only secure it by mechanical work; that it was the greatest mistake in the world to limit the output of machinery when all the world was against us; and that artificial restrictions on output would not give jobs to more men, but to

fewer, inasmuch as the trade would, to a large extent, be driven away altogether.

"The following night the same young men were called together and a trades union orator explained to them that my doctrines were 'all rot,' and that if a man ran two machines instead of one he took the bread out of another man's mouth. I was told that that orator succeeded in completely dissipating the heresies I had preached.

"When I lived in the great Republic I found that Englishmen were just as good as anybody else. When an Englishman had been in the States three weeks he could do just as much as any Yankee that ever lived. It is not a question of any physical difference.

"In the States every man attempts to do as much as he can. He tries to beat the others. In England every man tries to do as little as he possibly can—to make the job last, as they say.

"If England is to maintain her place in the world, and retain the trade she has got, it will be necessary to enforce certain laws with a good deal more vigor than has been done recently. If it were known that when a strike occurred the men would be absolutely prevented from interfering with other men they would be very chary about entering upon a strike.

"A man comes to England to start a new business. He finds cheap coal, cheap freights, and, what is most impor-

tant of all, free trade. He finds that he can get any number of unskilled hands at a sovereign a week. They will even pay a premium to get the situations.

"Very soon a professional agitator appears among the men, and they strike for higher wages. The master reflects that there is plenty of labor in the market, and that his work does not require much skill; so he hires a new lot.

"But he finds that all the approaches to his works are occupied by the strikers, armed with clubs. The men assume that they have a vested right in the works, that they can demand any price they like, and that the employer has no right to go beyond them and purchase labor at its market price.

"There are too many restrictions placed upon doing business in England. The result is that many Englishmen prefer to invest their money in foreign countries.

"If the Government wishes England to retain and increase her trade, let it cease the placing of so many restrictions on business and let it see that employers are no longer bullied by their men."

### **Leaders in the Race.**

Not one of the countries whose exports exceed their imports shows an excess approaching that enjoyed by the United States, and nearly half our imports are now such tropical and oriental products as sugar, coffee, tea and spices, and such materials as silk, hemp and wool.

England can export nothing but her manufactured products, and the United States can make these more cheaply, because the raw materials are all at hand in abundance.

It would seem that the supremacy contest had now narrowed down to three competitors, England, Germany and the United States, with France somewhat in the rear, but in very plain sight. Germany to-day appears to be our most formidable rival, but it is possible that England is deploying her energy in war and that France may be quietly preparing for a great spurt, but at present it is certain that the trade energies of America and Germany are increasing to England's detriment.

England's strongest advantage is in her possession of ships, Germany's in her cheap and educated labor, while America has the natural resources and inventive energy; but it is a significant truth that trade supremacy cannot be definitely obtained without the acquirement by one power of the individual advantages in possession of the other two, in addition to those of her own. The

statement generally but definitely naming the superior points of advantage which each country enjoys is admitted to be correct by the economic authorities of each of these countries, and its admission, together with the acknowledged recognition that we already have excellent and constantly improving methods of manufacture, and are making progress in the extension of our shipping facilities, all certainly accord to America a more encouraging promise than to the others.

Our course is now clearly indicated. The keynote has been deeply sounded, we have the true pitch, and we comprehend the theme; let the music begin, and let not the harmonies be disturbed by vibrations from the "concert of Europe!" The course for us is one easily within our ability to pursue, and it is briefly expressed in

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### **Three National Requirements.**

First—Development of natural resources that are already ours, but either only partially or wastefully developed.

Second—Development of industrial economy, by the improvements upon our manufacturing methods, and the avoidance of labor difficulties.

Third—Development of our merchant marine by the construction of many ships with subsidy encouragement.

### **Views of Our Consuls.**

Mr. John Goodnow, the American Consul-General at Shanghai, recently said to an interviewer: "What China needs are four things. The first three are American ideas, American ideas, and American ideas. The fourth is American trade."

Mr. Goodnow knows the Chinese people, has studied their characteristics, and has closely applied himself to the work of bringing American commercial interests in closer relation with the Chinese nation, and was succeeding admirably up to the time of the recent outbreak.

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Mr. S. C. McFarland, American Consul at Nottingham, England, writes: "English discussion of the American commercial invasion continues to grow more pointed and frank. Hardly an issue of the leading English papers appears without reference to American competition in some lines. . . . and economic writers are kept busy attempting to find acceptable explanations for American success. . . . Hosiery exports a few years ago were very large. They are now comparatively small, and, as shown in previous reports, are constantly declining in volume; and to cap the climax, American goods are actually selling at retail in this market. As this is the home of the British industry, it is not astonishing that such a fact should

come as a shock to natural British pride.  
. . . . A few years ago large quantities of boots and shoes were exported to the United States. Now, not only are there no exports, but enterprising American firms have actually opened retail stores here, while much of the machinery used is of American make."

Mr. McFarland also calls attention to the growing market for enormous quantities of American fruit now being shipped into England, speaks of the recent institution of a line of fruit vessels by Canadians, and advises us to consider the advantages to our fruit shippers that would result from their consolidation to meet the features of this competition.

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Mr. Frederick Narhod, American Vice Consul at Leipzig, Germany, writes a long letter in which he reviews from his point the matter of German vs. American exports and industries. He quotes from prominent authorities in Germany who warn Germans to be on the qui vive, apprehending no great danger from the immediate present, but preparing for the future by imitating the Americans not only in activity, but also in methods of manufacturing. Mr. Narhod states that he has found through his commercial observations "that although the import of American articles of manufacture into Germany is regarded with fear by some of the Germans, a

larger part of the people rather welcome their importation on account of their good quality at relatively low prices, and also bring their products to the highest possible point of perfection."

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Consul Dillingham, writing from Auckland, sends the following, the facts set forth in which, he says, apply to Australasia in general, and they show the relative condition of German vs. United States trade in that remote quarter of the globe. "The German Consul-General at Sydney reports to his home Government that the Australasian market has been largely taken possession of by American industry. Last year," he says, "the colony of New South Wales was flooded with American goods, and this has continued through the current year without interruption. Furthermore, he records the remarkable fact that the gain of American business has been made for the most part at the expense of German trade. The following is a comparison of the imports from Germany and the United States for the past six years:

Year.	Germany.		United States.
1894...	£345,364	\$1,680,714	£542,427 \$2,639,721
1895...	425,697	2,071,654	624,268 3,038,000
1896...	690,843	3,361,987	1,729,871 8,418,417
1897...	900,464	4,382,108	1,877,877 9,138,688
1898...	771,626	3,755,118	2,602,964 12,667,422
1899...	856,032	4,165,880	2,219,319 10,800,316

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Consul Haynes writes from Rouen, France:



“The French palate, so sensitive and so highly educated, knows nothing of the delicacy of frozen dainties. There is an open field throughout the most of France for everything connected with the preparation of cool drinks. Ice cream freezers, milk shakers, soda water fountains and refrigerators would find a ready sale here if people knew of the comfort to be derived from their use. The Frenchman has for generations innumerable liked his hot wine and hot rum and hot punch; but he has never thought of, or at least has never cared to try, the effects of an opposite sensation upon his palate. This city of over 150,000 people has no ice factory, though a few people keep ice in their cellars. If the French were given an opportunity to try them, they would not be long in entering the market for ice cream, ice shavers, electric fans and kindred articles, and the American who introduces them would, without doubt, put a considerable amount of money in his own pocket.”

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From Switzerland, Consul-General Du Bois writes that one can now buy American watches in Berne, American ham and bacon in Basle, and that Swiss horses sleep on American straw. American hardware fills the shop windows; American shoes are in popular demand, and everywhere are striking evidences of the increased export of American wares.

Consul General J. G. Stowe, located at Cape Town, South Africa, writes that American meats are in high favor, and makes the following suggestions:

"I would again call attention to the canned salmon trade of England. Fresh salmon is worth in England 2s. 6d. (60 cents) per pound. Thousands of cans of Alaska salmon are exported from the United States to England, rebranded, and sold as English salmon at an advance of from 6d. to 8d. (12 to 18 cents) per dozen tins. The same may be said of hams. I am informed that nine-tenths of the well-known English hams are of American production, cured in England. Not until the United States manufacturers insist upon their own brands being placed on tins of salmon and export hams cured to suit foreign taste will they derive benefit that is their due."

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Consul Bartleman calls attention to the scarcity of coal in Russia. Foreign coal may now be imported free. America is being called upon to supply the deficit, and cargoes from America have begun arriving.

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Consul Kenneday, of Para (Brazil), speaks of the strong hold that American manufactures have gained in the States of Para and the Amazonas within the past two years. Business in northern

Brazil is in a prosperous condition, and the cities of Para and Manaos are thriving. Our flour is popular, and our canned goods are finding a market. Sales of hams, bacon, and lard are increasing; drugs are gaining a foothold, and the demand for typewriters and sewing machines is growing.

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Consul-General Bowen at Teheran, Persia, writes: "Great Britain and Russia, rivals for supremacy in the Persian trade, exercise their energy, ingenuity, and foresight to supply the bazaars and markets with a variety of articles which could as well be made at home.

"The heavy transit levied duties by the Russian custom-house on all foreign goods passing through the Caucasus practically close that route to all importations from western countries. With this means of access barred, and the additional distance taken into consideration, United States trade must labor under serious difficulties, and can not expect to compete with other sources of supply on equal terms. Persians are, however, fond of novelties, and many of our ingenious contrivances should find a sympathetic market—for instance, photographic and electric lighting apparatus and steam and other pumps are becoming appreciated. Clocks, lamps, and locks of American manufacture, and canned goods, though not imported di-

rectly, are sold in the foreign stores. If Russia could be induced to reduce the transit duties to reasonable terms, we could send agricultural implements and machinery, carriages, drugs, and general stores with a prospect of good profit."

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Consul Lane, of Smyrna, reports that there is in process of preparation an exposition of American manufactures, which will doubtless result in much good to American trade.

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Consul-General Lincoln, at Antwerp, Belgium, says:

" . . . Imports from the United States in 1898 were valued at \$58,498,000, showing an advance of 31 per cent. over those for 1897. Exports to the United States decreased over \$1,500,000; the total amounted in 1898 to \$9,958,800. They showed a decrease in the lines of sugar, raw textiles, hemp, and flax, woolen textiles, glassware, arms, metals, etc. . . ."

When it is seen that the imports from Belgium's next door neighbor, France, for that year amounted to six million dollars less than those from America, it would seem that our products were in most encouraging demand. Imports from America were first in importance, France second, with England and Germany very close together as third and fourth.

Consul Roosevelt, of Brussels, however, points out that England and Germany control many lines of trade, such as cutlery, shoes, tools, hardware, machinery, railway material, clocks, stoves, etc., in which we should have a good share. Most of these articles, he says, are imitations of American products.

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Cousul Winslow, of Liège, says that American machinery has been placed during the last year to a considerable extent in his district and the outlook for 1900 is bright.

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A story even more pleasing than that from Belgium comes from France. Consul-General Gowdy, of Paris, gives the special commerce in 1898 with the chief countries as:

	Imports.	Exports.
United States.....	\$120,316,000	\$40,472,000
England .....	97,445,000	197,168,000
Germany .....	64,462,000	76,042,000

The Consul-General calls attention to the fact that, both in general and special commerce, imports from the United States lead those of other countries.

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The German story is still more optimistic. Consul-General Mason writes from Berlin: "Economic writers of all creeds in Germany are amazed by the unexampled growth of American exports, especially of manufactured products, during the past three years, and

they argue that a fiscal policy which has entailed such results in the United States could not fail to be equally advantageous to Germany, and there is now a demand, more general and imperative than at any time hitherto, that the new German tariff which has been formulated after years of careful scientific study, and will come before the Reichstag during the latter part of this year, shall embody a general and marked increase of duties, especially upon articles of import from the United States. . . .

“ . . . The value of German exports to the United States during the calendar year 1898 was \$77,700,000, while imports to the Fatherland from our country during the same twelve-month were, according to the best attainable statistics, \$163,800,000, a difference of \$86,100,000, which lies heavily on the hearts of the agrarians and a large class of writers and speakers.

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In the first six months of 1899 the United States assumes first place in imports to Japan, with a value of \$10,191,000; British India follows, having sent goods amounting to \$10,027,000; Great Britain comes third, with shipments of \$8,789,000; China comes fourth, Germany fifth, and France sixth.

In the line of locomotives, however, imports from the United States show a serious decrease, and Consul Lyon, of Hiogo, Japan, urges our manufacturers to make greater efforts to hold the field.

Consul Listoe, of Rotterdam, Holland, writes of the heavy demand for American steel. Our hardware and machinery have gained a firm foothold in the country. One of the principal dealers in these lines has for the last four years annually doubled his trade with the United States. He expresses the opinion that in a short time only American hardware will be used in the Netherlands. Stationery supplies are also in evidence, and furniture is being introduced.

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In Russia, however, the United States is only third in the matter of foreign merchandise purchased by the Russians, Germany leading us by about sixty-five million dollars, and England the second in importations, leading us by over fifty million dollars. Consul-General Holloway, of St. Petersburg, writes that Russia buys chiefly from America machinery and machine tools. . . . The bicycle trade shows signs of drifting to America; that is to say, so far as cheaper cycles are concerned. Good British wheels still find buyers at £20 (\$97), but those who can not afford to pay this price (and their number is very large) purchase American cycles at £13 10s. (\$67).

Typewriters and weighing machines all come from America, and sewing machines are chiefly supplied by Germany.

In Spain our products in 1899 were fourth in importance, while in Norway and Sweden they were at the extreme bottom of the list among the imports

from the principal countries, so it is apparent there is a large chance for improvement in those countries.

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Vice Consul-General Hanauer, of Frankfort, sends the following:

"The Austro-Hungarian consul-general at Rio de Janeiro, in a report to his Government, calls the attention of his countrymen to the favorable chances of selling pianos in Brazil. He says: 'French pianos are well introduced here, but these instruments have of late deteriorated in their quality. After two or three years' use their sound becomes unbearably metallic. Nor is sufficient regard paid to the hot and moist climate. Still, for want of better instruments and because the French article has been well advertised, they continue to meet with ready sale at high prices. . . .'"

It would seem that inasmuch as American pianos are known to be the best made, any manufacturer who would take the pains to build his instruments so that they would better conform to the climatic peculiarities of Brazil would reap satisfactory results from his efforts to introduce them.

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The few Consular letters quoted from could be augmented by a number sufficient to fill several hundred pages. They bear upon the significant opportunities now ripe for the exploitation of almost every variety of product for the industrial houses of America, and in scores of instances urge Americans to try for the trade that they assure them is most easily acquired.



## **WE LEAD THE WORLD.**

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After this publication was put upon the press a late report was received from the Treasury Department, a report of such great importance that the book was delayed until it might be included.

### **The United States Now Stands at the Head of the Exporting Nations.**

The complete figures for the calendar year 1900, when compared with those of other nations, show that our exports of domestic products are greater than those of any other country. The total exports of domestic merchandise from the United States in the calendar year 1900 were \$1,453,013,659; those from the United Kingdom, which has heretofore led in the race for this distinction, were \$1,418,348,000, those from Germany, \$1,050,611,000, and those from France \$787,000,000.

Additional interest is given to the first rank which the United States now holds as an exporting nation by the fact that a quarter of a century ago she stood fourth in that list. In 1875 the domestic exports of the United States were \$497,263,737; those of Germany, \$607,096,000; those of France, \$747,489,000, and those of the United Kingdom, \$1,087,497,000.

**One Hundred and Ninety Millions  
for Ship Hire!**

What must strike the American, when learning that we lead the world to-day in the matter of export trade (particularly when he realizes that England, the supreme marine nation, has been overtaken), is the situation that we are so illy equipped to carry our own ducks to market that we have to engage ships from almost every nation that sails the seas. Is it any wonder that Congress has been urged to offer some premium upon capital to be employed in carrying this enormous tonnage to fill our export orders. Unfortunately, there has gone up a grand chorus from Dan to Beersheba that the proposed Subsidy Bill is nothing more than a steal. Why cannot serious attention be given to this most important measure—how important can be shown in a few words—why are means not adopted to preclude the possibility of misappropriated moneys, so that we might have ships enough to deliver our purchases? Consider this statement: We paid last year to the owners of foreign ships almost \$190,000,000 to carry away the goods we sold for export. This is about 8 per cent. of all the money in the United States, and the drain is a serious one. Certainly 5 per cent. of the whole, or almost \$10,000,000, is the actual loss to us. If we can save this sum it will be possible to further reduce our prices in

the more desperate competition into which we must ultimately enter. It is remarkable that, in other matters, so alert, we are in this so remiss. Other nations realize it; we have almost weekly evidence of it. Just before going to press a letter from Consul Monaghan, of Chemnitz, tells the following story:

“The Hansa Steamship Company of Bremen purposes to establish a line of steamers from New York to South America and East India; and, with this end in view, nine large vessels have been ordered. The promoters of the enterprise believe that they will be able to successfully compete with the English lines running to all parts of India and Africa. The undertaking is a gigantic one, and is the result of years of thought. In addition to these plans, it is proposed by the same company to establish a line from New York to Mexico and the West Indies.”

### **A Surface Scratch Only.**

While the official reports satisfy the American reader that the amount of our exports exceed the imports by hundreds of millions of dollars and that during the past decade our export orders have considerably more than doubled, yet it is only an index, a low denomination of what is possible to do within the next few years. At intervals we have heard reports about the sale of American locomotives for use in some foreign country, or a contract for a bridge to be built in Africa by an American firm, or of certain shipments of cotton, wool, food products, pianos or firearms, but how surprisingly few of us know of any concern within the scope of our observation or acquaintance that has made or tried to make a foreign market for the sale of its product! An item that illustrates in an amusing manner the infrequency with which we encounter our goods in the shops abroad, as well as a cheerful confusion of America's expanding geography, is this clipping from the *Evening Sun* (N. Y.) of January 10:

"‘American Bazar,’ in huge letters over a shop in Alexandria, Egypt, attracted the attention of an American. Curious to know what kind of goods might be for sale, he entered and asked the proprietor if he were an American. In French came the answer:

"‘Yes, I am an American.’

"‘From what part of America?’

"‘Buenos Ayres.’

“ ‘Do you keep American goods for sale?’

“ ‘Yes, certainly, I have American goods.’

“ ‘What kind of goods?’

“Whereupon the shopkeeper took from a shelf an article which he handed to the visitor with the remark, ‘These are the only American goods we have at present.’

“The ‘American goods’ consisted of a single fountain-pen!”

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The business of every concern in America whose goods and whose prices are right may be swelled by the addition of export orders, if a properly advised method is followed at this juncture.

Orders are ours for the asking. A man who is to buy is more timid than the man who is to sell, so we must make the proper advances ourselves; strangers are waiting to be told just *who* make certain kinds of goods, *where* they are made, and *how* they may get them.

The real significance of the great export proposition to-day is in its personal appeal to every commercial house in America, for *personal interest* and *personal effort* are what will make national supremacy in trade, which, when obtained, is the surest guarantee of our future independence.

### **Inauguration Echoes.**

On March 4th, 1901, when President McKinley took for the second time his oath to "preserve, protect and defend the Constitution of the United States," he assumed jurisdiction over a country far greater in geographical extent than any other President ever before inaugurated; over a world power that became so almost as in a night; over the supreme commercial nation of the globe.

During his address, and having in mind the importance of even greater development and broader commercial relations, he said:

"Our diversified productions, however, are increasing in such unprecedented volume as to admonish us of the necessity of still further enlarging our foreign markets by broader commercial relations. For this purpose reciprocal trade arrangements with other nations should in liberal spirit be carefully cultivated and promoted."

A great number of foreign journals commenting the next day upon the inauguration ceremonies stated that the marvelous tide of prosperity and splendid commercial successes attending the last administration are the more signal because they seem to promise still greater advantages to national industry in the near future.

### **Want To, But How?**

So many business houses have written, asking for a feasible plan of strong advertising in foreign countries, that it became a problem on which more study was given than almost any other branch of the advertising business. The letters are in evidence, and here is a specimen:

A camera concern writes, under date of January 12, asking "How much advertising in England, Germany, France, Austro-Hungary, Norway, Sweden, Denmark, Holland and Belgium may be obtained for from \$150 to \$250 a month?" adding that they do not wish to spend much money until after results are seen. When it is considered that there are surprisingly few periodicals published in each of those countries, compared with the number published in America, and that the rates in the high class mediums are very high, it is discouraging to a concern to learn how little space may be obtained for \$250 a month, distributed over the countries named, and how insignificant and obscure a little one-inch advertisement, solitary and unvouched, appears on a page of miscellaneous large and small advertisements.

## Getting Foreign Trade.

### How Not to Do.

Many truths are established more satisfactorily and convincingly by negative reasoning than otherwise. It has cost most of the American commercial houses now doing export trade a large amount of money before they learned how to introduce their products to the foreign consumer. A vast sum has been spent for the lessons learned by them in the expensive classes of experiment, and the knowledge obtained by their experience is now available to new students in this little text-book.

The most common blunders that have been made by concerns seeking foreign orders have been in the making of contracts with irresponsible or unscrupulous agents, who agree (or pretend) to carry your line, with other lines, to some foreign country, charging, say, \$100 per month as your share of his expenses. This scheme, even if faithfully carried out, is not only disappointing, but most expensive. If he represents ten different concerns (and it is seldom fewer) and makes ten presentations every day—quite unlikely—it will have cost you about \$4 each time *your* business was presented. This is entirely too much, when it is shown that the same amount of money judiciously expended would introduce your business to many times as many persons in thirty times as many countries.



### **Other Things Not to Do.**

Enter into no proposition that requires you to appoint an American house exclusive export agent for your goods, they are entitled to commission only upon *their own sales*; nor has it proved a good business move to give any foreign agent exclusive right to sell your goods in any place or territory without absolute guarantee of satisfactory results; nor does it pay to solicit foreign orders from export commission agents—you cannot get orders from them unless *they* get them, and if they do, you would get them anyhow; and it is money wasted to send great quantities of catalogues to commission agents expecting them to post or distribute them, for experience has proved that they generally do not go to that necessary expense and trouble.

### **What to Do.**

The most effective method of going after export orders is to send one or more representatives into the principal foreign countries, each representative speaking the language of the country he visits, and simply introducing your house and your product to the notice of the prospective customer in the hope of attracting his attention and awakening his interest, and the most valuable representatives will be those who briefly introduce you to the many instead of going into details with the few.

If interest is aroused, inquiries will follow, and you can then attend to the case from the home office, for the proposition is then placed on the basis of *what* for *how much*. Of course, to follow this plan of representation would necessitate a very large expenditure of money and would not be practicable for many houses to adopt.

For less than one per cent. of such a sum your house and your product can be introduced to more interested individuals *every day* in all of these foreign countries than a representative could personally visit in a *year*—and this statement is based upon the ability of a representative to see twenty individuals every day in a year, compared with the conservative estimate that only five in one hundred readers of a standard periodical would be interested in similar matters that interest you. Furthermore, when a method provides for *touch* such calls upon each individual, against only one call upon each on the part of a representative; it will be seen that the comparative cost of this plan of introduction is reduced to less than 1-12 of 1 per cent. You will thus be able to tell something interesting to the greatest number of possible customers for the least possible cost.

## THE PLAN OF CAMPAIGN A UNION OF FAMOUS AMERICAN STANDARDS

Famous American Standards is a caption listing under an appropriate title the foremost commercial concerns of America, amalgamated in one composite unit for purposes of economical and powerful advertising, a strongly combined effort to gain a larger share of foreign trade—a united American army of invasion to capture the commerce of the world and hold it.

The plan is to issue a proclamation indicating what American products and houses are adjudged standard and reliable. It will be type set in the principal languages of the world, and flung from the presses of every continent on the globe; printed upon pages that are seen by the nations every instant of a wakeful, working day that knows no dusk or night for twelve long months—for they are pages that pace the sun in his track around the earth, and guide to your profit the stranger who reads in the true light of that long, unfading day.

The conservative and dignified policy that will characterize this method of propaganda will not necessitate details of description, the intent being simply to indicate to other nations what commodities are best produced in America,

and what particular houses in America produce the best of each such commodity. No more concentrated or vital form of advertising could be evolved. The significance of this is readily seen from the statement that from the long list of producers in each division or specific trade, only the *proven best* may qualify—and the scorching focus of concentration will be upon those so Hall-marked as sterling and supreme.

Each unit in the list gains in importance by its association with the other members admitted in that list, and much curiosity and interest is stirred to read and know just which are adjudged to be such standards.

The members enrolled in this federation of advertisers will, at opportune intervals, receive gratis letters and printed bulletins, designed to keep them posted regarding export trade, such as treasury reports, extracts from foreign journals, international rulings, hints and suggestions for trade development, bids for contracts, also details of any movements on the part of foreign countries to checkmate the advancement of American interests.

### **A Cerebral Impress.**

The New York *Sun* of January 12, editorially discussing the London *Saturday Review's* observations on the election of Edgar Allan Poe to the Hall of Fame, closes with a remark that may be advantageously applied to illustrate the effectiveness of the plan proposed in the publication of the Famous American Standards:

"In the seeing or hearing of every work of art—be it poetry, music, architecture or sculpture—memory counts; the artist who creates the big works of art trusts to the impression made by *one* portion being stored in the brain and added to the effect made by the other portions."

This exactly defines the cogency of this plan of propaganda. It is a work that will make a brain impression, and that particular portion of it that relates to *you* will, to those interested in your line, be stored away with the *general* effect made by the other registrations in the list. The list will be seen by millions. Each reader seeing it, his attention is held until he is satisfied who it is that is represented in the particular line most interesting to him—the reader seeks *you* out of that list, as he seeks in a case the particular book that interests him most.

You will be able by this plan to reach the greatest number of people who are interested in your production, and do so at a minimum of cost.

### **Importance of Proper Mediums.**

The greatest care was exercised in making up the list of foreign periodicals to be used in advertising the Famous American Standards, in an effort to select those having the largest circulation, coupled with the essential element of quality in their clientèle; to this end, not only were the advertising experts of America and Europe consulted, but the written opinions of foreign Consuls located in America were obtained, and, with the assistance of the Diplomatic and Consular officers of the United States stationed abroad, additional valuable advice was secured and used. The latter assistance was furthered by a general letter of instruction to the foreign representatives of the United States, issued by the Secretary, from the Department of State at Washington, D. C.

An advertisement in the periodicals chosen, one inch, single column, twelve insertions, would cost above \$1,500, and its value as an obscure unit in a page of mixed large and small ads. would be trivial compared with the tremendous value of your name, address and product, under a striking caption, with clean, uniform, full or half-page display (according to the size of the periodical), carrying with it the strong argument for superlative excellence that is conveyed to the foreign reader by its qualification and admission to this list, and supplemented by the mercantile endorsement and recommendation on the registration page.

A half-page devoted to any one house, and costing, perhaps, \$45,000, would, in many ways, be less valuable to you than your advertisement prepared as planned and so vouched for, and the cost, compared to the equivalent obtained, is at the ratio of 1 to 1,000.

### **Countries Included in the Plan.**

The plan provides for your introduction to the best classes in about thirty important countries of the world.

Your card would be presented to almost every nation on earth, to an average of over 3,000,000 every month throughout the year, and at a cost of \$1.64 a day for this service, a flat rate of \$50 per month for the entire list.

The publications employed will be—as earlier stated—only those of the highest class, the selection influenced after consultation with posted officials from the various countries to be entered, aided by our Consuls and Ministers abroad, and finally summarized by leading advertising authorities in America and Europe. Space contracts now pending may subject the list of periodicals to revision, hence it is not possible to append same at this juncture, but it will be sent if desired.

The purpose is to enter the following countries:

Great Britain,  
France,  
Germany,  
Russia,  
Italy,  
Austria,  
Hungary,  
Spain,  
Sweden,  
Holland.  
Denmark,



Switzerland,  
Portugal,  
Belgium,  
Greece,  
Turkey,  
Mexico,  
Brazil,  
Argentine,  
China,  
Japan,  
Egypt,  
South Africa,  
Australia,  
Tasmania,  
India,  
Cuba,  
Puerto Rico,  
Hawaii,  
Philippine Islands.

A very valuable adjunct that will be an assured sequence resulting from this unusual publication will be manifest in the great amount of free reading notices it will occasion, with editorial and reportorial comment, not only in the periodicals publishing the register, but in the columns of papers on their exchange lists.

This feature will supplement the plan with tremendous support.

### **Qualifications and Terms.**

A plan to cross the seas and compete successfully for a share of the enormous business which awaits American enterprise, American ingenuity and the high grade of American products appeals strongly to the imagination.

The plan, however, has nothing of the nature of a rainbow in it. It has been carefully worked out. The ends which it seeks to compass are easily attainable and are within the grasp of those whose goods are adapted to foreign trade and who are sufficiently enterprising to reach out for their share of the world's business.

In no other way is it possible to secure so tremendous a foreign audience in a direct, forcible and efficient manner for so little money as by the plan outlined in this book. It is an opportunity which is sure to be eagerly grasped by a large number of our leading manufacturers, and those interested are urged to give it their immediate consideration.

All points in regard to the plan which are covered by this book will be explained to anyone interested.

Participation in the effective plan of propaganda set forth is only possible for commercial houses of highest responsibility and repute, and the superior excellence of whose products is established beyond the hazard of doubt.

Contracts will be made only with such houses and upon the following terms:

A three-line advertisement in the form of a registration under the "Famous American Standards," each advertisement entitled to an individual classified heading, and the name and address of the house.

If this form of card does not consume three lines, the remaining space may be used for cable address, quotation of trade terms, etc., or more than three lines may be used upon an additional payment, slightly lower than pro rata rates.

Contracts will be made for one year only, providing for twelve insertions, one each month, and the price will be \$50 per month for a three-line card in the entire list of foreign publications, and \$15 for each extra line.

The intent is to commence publication at an early date, and, as the space is necessarily limited, prompt consideration is urged upon those houses eligible to membership.

March 12, 1901.



ADVERTISEMENT

L. of C.

THE ONLY PLANT  
OF ITS KIND

.





# THE ONLY PLANT OF ITS KIND ❁ ❁ ❁

By CHARLES AUSTIN BATES

My business is the necessary one of selling goods by the use of type, ink and paper.

It requires, first, a definite plan made to fit the business under consideration. The plan varies according to conditions, and the result desired just as the plans for a cottage and a skyscraper differ in design and detail.

The ability to make a successful plan, either in advertising or in architecture, must come from training, experience, and, perhaps, some natural aptitude.

A business man uses law, medicine, architecture and advertising, and, if he is wise, buys what he needs of the training and ability of specialists in each line and so leaves his time and mind free for the practice of the things for which he is fitted by his own aptitude and training.

A good working plan secured, the rest is detail—but it is important detail, the execution of which calls for a technical skill that is acquired only by long and studious experience.

No matter what natural ability a man may have, a knowledge of types and inks; of engravings, electrotypes and presses; of drawing and painting and writing; of newspaper rates, circulations

and values, is not born with him and must be secured by either training or purchase.

The fact that no one man can possibly learn and know all of the details of all these things is the force which has led me to gather around me the staff of one hundred and ten people, and the equipment which now occupies the entire top floor and parts of two other floors of the same building, with a mechanical plant in Franklin Square (opposite Harper & Bros.) considerably larger than the offices and branch offices in eight leading American cities.

My organization is the only one of its kind in existence. It is the only one headed and guided by a man whose business success has been caused by his ability and training as an advertising specialist.

It is the only equipment of its kind in the world.

And there is no least part of it that is not necessary in the operation of a really efficient advertising agency.

I call it an advertising agency for want of a more satisfactory name.

We do all the work of the old-style advertising agent, but the work that we do that he does not do is the most important of all.

His work represents twenty-five per cent. of the whole.

Ours is one hundred per cent.

We start with the proposition that good advertising can be profitably used in any business.

Any business can be increased by some form of advertising.

And advertising means more things than are usually considered.

When we say advertising, we mean anything which brings to possible customers a knowledge of the facts about the business. This may be done by word of mouth, by letter, by printed circulars, by newspaper space, bulletin boards, street car cards, signs, or otherwise.

The first thing to find out is the kind of advertising required by the business under consideration, and the quantity of such advertising that can be purchased for the amount of money available.

Our prospective customer knows the kind of business he wants, and the amount of cash he is willing to devote to its acquirement. On these facts we base our plan.

Our prospective customer comes to us with the facts about his goods, his methods and his advertising appropriation. We pump him for all the information we can get. When we feel that this information is reasonably complete, we study the proposition and outline a definite plan completely, down to the smallest detail.

This plan, in writing, is submitted for our client's approval and is then subject to his criticism and we are open to any suggestions for its betterment.

For the work so far we make a reasonable charge, and at this point our client is free to take his plan and have it executed elsewhere, or not to have it executed at all.

If our plan, or a modification of it, is adopted, and we are given the order for its execution, the amount of the fee charged is credited on the first bill for work executed.

After the plan is approved, the specifications and all the information available are transferred to our literary department.

In this department fifteen writers are available, and the necessary writing is done by the one whose training best fits him to handle the matter in hand that specializes the specialty—not only by employing trained men to do nothing but write advertising matter, but by giving to each of a dozen men the line of work of which by reason of his individual temperament, training and experience, he is best fitted to write. One man knows machinery, one food products, one medicines, one sporting goods, one insurance, one the general merchandise of daily household use. Each does what he does best.

In this department is a pretty comprehensive library of books, trade papers, catalogues and advertising matter of every description. It is hardly possible that a subject can be presented on which there is not on file consider-

able information. It is, in fact, rather unusual that a subject is presented on which we have not already done satisfactory work.

From the literary department the work passes to the art department for illustration, if illustrations are needed.

In this department ten artists, each with some particular and distinct ability, work under the direction of a competent head. As shown in the pages of the leading magazines and trade papers, their work speaks for itself.

The first work of the art department is to make preliminary pencil sketches which, with the literary matter, are sent to our client for approval or suggestion. Anything which at that time seems unsuitable or undesirable may be changed, or revised, or may be rejected altogether, when an entirely new substitute is made.

When both matter and designs have been approved and our client's O. K. with his autograph appears on every piece, finished drawings and engravings are made.

According to the nature of the work, the completed engravings and the copy go either to the magazine and newspaper department, or to the printing department.

The newspaper and magazine department is in charge of a man who knows the rates for space so well that we are satisfied to write in our contracts for such work a positive guarantee that our

client in no case shall pay more for the space he uses than is paid by anyone else under like conditions, and that if at any time it can be shown that anyone else does pay less we will make good the difference in cash. I think there can be no stronger guarantee, and I think that this guarantee definitely disposes of the question of "who gets the lowest rates?"

If our client's work calls for newspaper and magazine space, the engravings and copy are handled from this department, and the client has no detail to look after except the detail of paying his bill promptly.

If the matter is to take the form of circulars, cards, letters, booklets, catalogues, or any of the many other forms of printing, the engravings and copy go to the printing department, which is fully equipped for the execution of such work as we do.

In this department the work is of sufficient volume to permit us to have made for our exclusive use, various qualities and colors of paper and cardboard which are not available to other printers, and which give our client's work a distinctiveness which adds materially to the force of the advertising. Of some varieties of paper and cardboard we are perhaps the largest consumers in the country, and we carry these particular things in stock in larger quantities than any jobbing paper house in America.

With the copy and engravings the

printers receive instructions, either from the literary or art department, as to what is required in the way of type, ink and paper, and proofs are not sent to our client unless they are definitely requested.

From the printing department the finished work is sent either to our client or to our own addressing department.

In this department we are prepared to furnish lists of names for all purposes, and here also we keep on file the lists supplied to us by our clients for the execution of their work. The lists of each client are kept separately, and the names on one list are not available for use on another. The lists supplied to us are always the property of our clients, and the information contained in them is regarded as strictly confidential.

Mail matter for these lists is addressed at the required time, and either mailed promptly at the New York post office or sent by express or freight, so that our client may have the matter dropped into his own post office at the proper time.

The matter sent out by this department each year is reckoned by the million.

The point that we try to impress upon business men is that we are fully equipped in every way in every department for the execution of any and all kind of advertising.

Everything in legitimate advertising is in our line, and we have the ability and equipment to handle it properly.

As the business has grown it has been found expedient to locate branch offices in some of the larger cities to facilitate our work with present clients and to enable us to get promptly in touch with new ones.

No work is executed in any of these offices, but the man in charge of each one, being thoroughly acquainted with our methods of work, is able to explain them more satisfactorily than could be done by mail. He is able also to get from our clients the kind and quantity of information that we require before we can do the best sort of work.

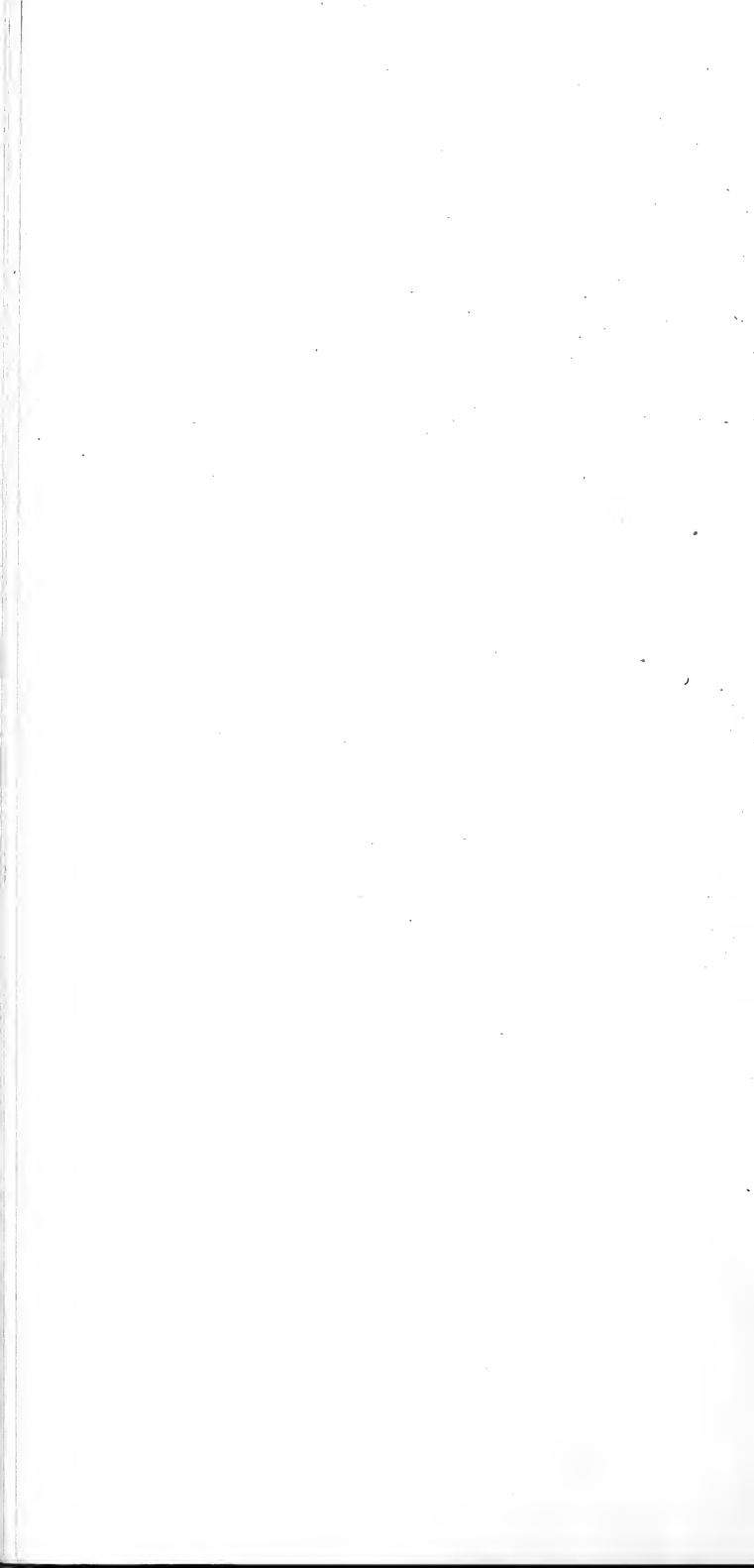
The location of these offices is such that there is no point east of St. Louis or north of Washington that is more than a dozen hours away from us. Within this territory we are ready to go to any place, at any time, to place our proposition before the man who means business.

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Branch Offices—Boston, Globe Building; Philadelphia, Drexel Building; Buffalo, 176 Prospect avenue; Chicago, Marquette Building; Cincinnati, Johnston Building; Detroit, Majestic Building; Cleveland, Cuyahoga Building; Pittsburg, Park Building; London, 118 Newgate street.



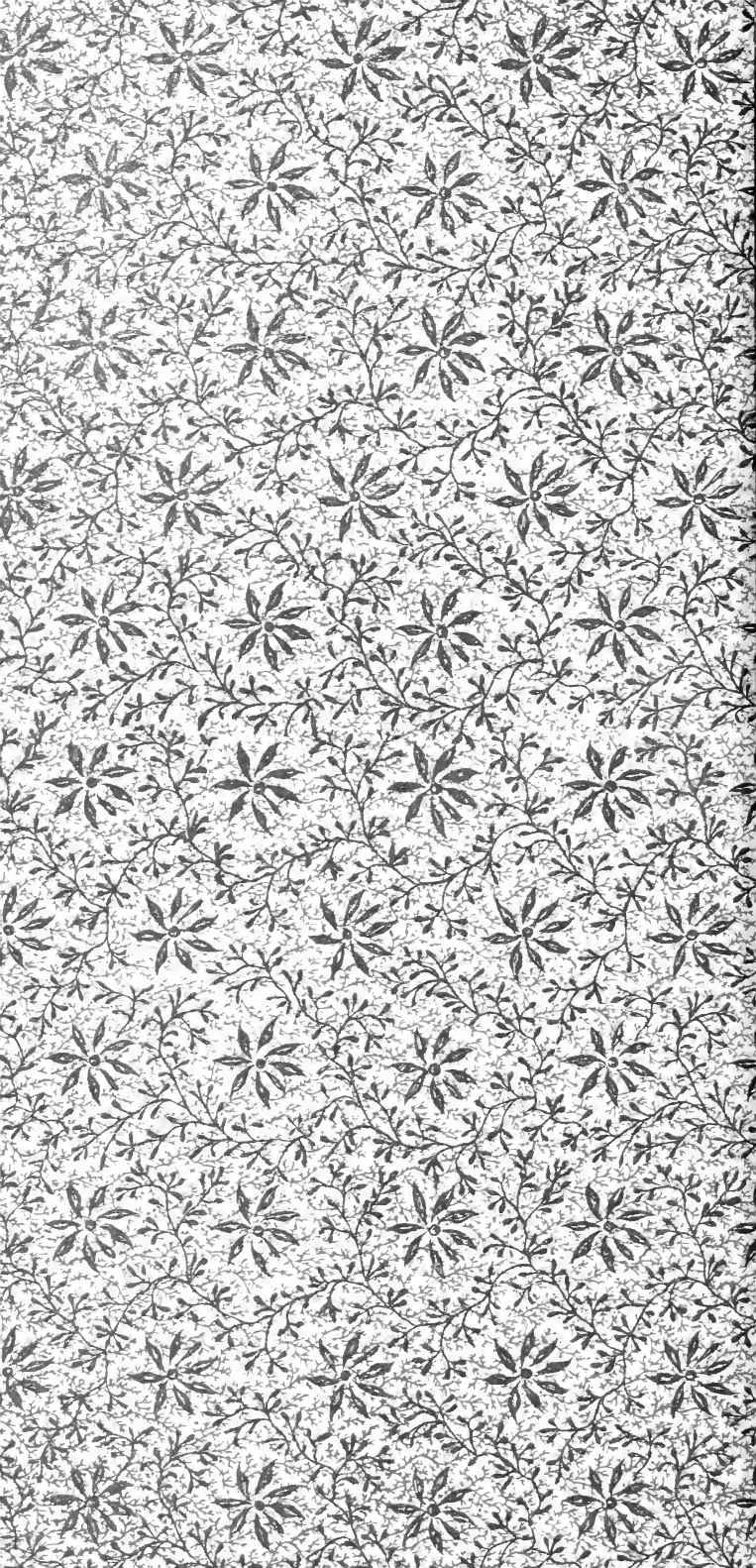


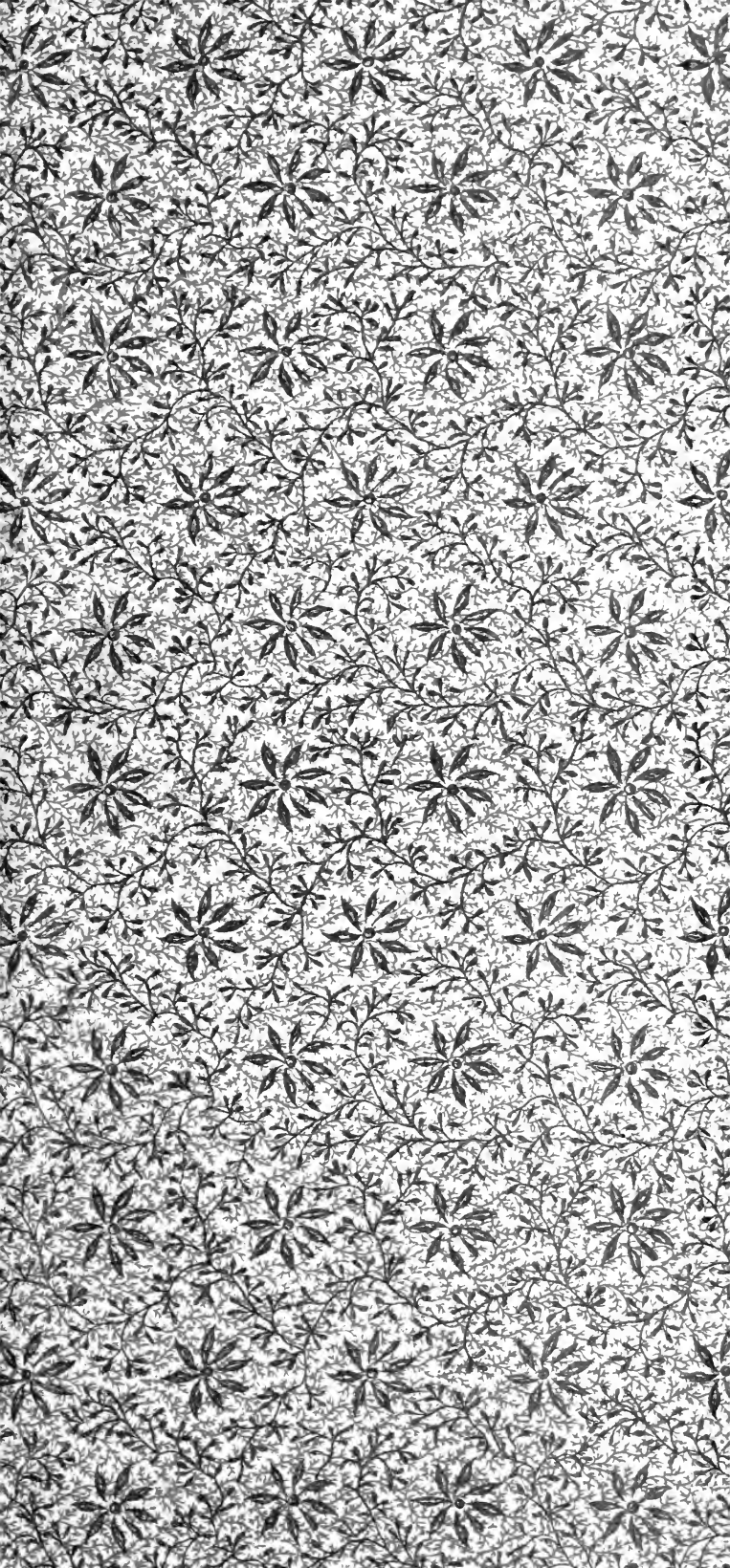












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# AMERICAN SUPREMACY

